

ABSTRACT OF THE DISCLOSURE

[00064] A network node (28) of a wireless telecommunication network (20) uses a first coding scheme (selected from plural possible coding schemes) for encoding of a point-to-multipoint (PTM) transmission carried to plural mobile stations (30) on a common downlink channel (32). The mobile stations (30) receiving the point-to-multipoint transmission on the common downlink channel (32) evaluate the link quality of the point-to-multipoint transmission. Feedback from the plural mobile stations (30) regarding the link quality of the point-to-multipoint transmission is provided to the network node (28) on a common uplink channel (36). A controller (48) at the network node (28) monitors information received on the common uplink channel for feedback regarding the link quality of the point-to-multipoint transmission. The controller (48) at the network node (28) uses the feedback to determine whether to change from the first coding scheme to a second coding scheme for the encoding of the point-to-multipoint transmission to the plural mobile stations (30).